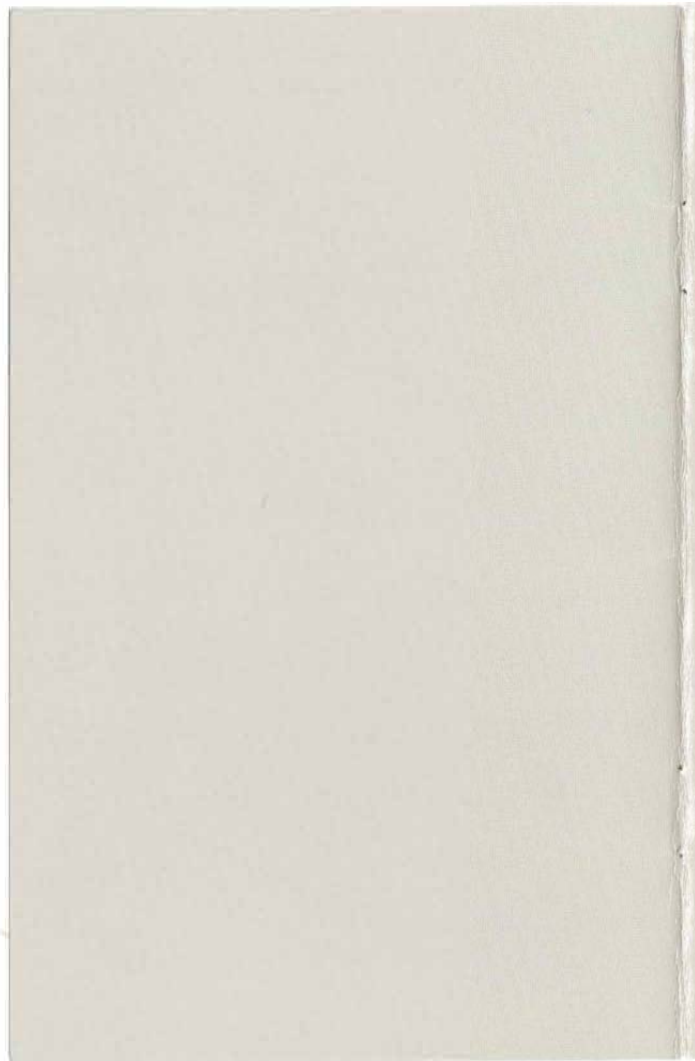




**Blue Cross and Blue Shield
of Florida, Inc.**

1986 Corporate Directory



*B*lue Cross and Blue Shield of Florida grew out of a merging of two organizations. One of these organizations was Florida Hospital Service Corporation, which began in 1944 with a small office in Jacksonville and a staff of four. Florida Hospital Service Corporation later became Blue Cross of Florida.

The other organization was the Florida Medical Services Corporation, which later became Blue Shield of Florida. Florida Medical Services Corporation opened its doors in 1946.

By 1951, the corporate names of Blue Cross of Florida, Inc., and Blue Shield of Florida, Inc., were adopted, and non-group enrollment in the Plans was opened to the public on a statewide basis for the first time.

In 1957, Blue Cross and Blue Shield began administering government programs, namely CHAMPUS and the Federal Employee Program. In 1966, the Plans also became the primary administrators of the Medicare program in the state of Florida .

Blue Cross of Florida and Blue Shield of Florida consolidated to form a single corporation in July 1980. The consolidation

1944-1986 History

resulted in greater financial flexibility and put Blue Cross and Blue Shield of Florida in a better competitive position in the marketplace.

Until October 1982, Blue Cross and Blue Shield of Florida was organized as a non-profit hospital, medical and surgical service Plan under the Florida statutes. Then in October 1982, the Plan changed its legal status and became a non-profit mutual insurance company. Although it has no shareholders, as a mutual insurance company, the Florida Plan's policyholders have become "members" with voting rights at the annual meeting of the Corporation.

Today, more than 3,000 Blue Cross and Blue Shield employees serve approximately 2.6 million Floridians through private programs and federal and state government programs.

Health care financing, administration, and delivery have changed dramatically since the Corporation's beginnings in 1944, but the purpose of Blue Cross and Blue Shield of Florida has remained the same — to provide quality health care at a reasonable cost.



G. Hunter Gibbons

(Ann)

Attorney

Dickinson, O'Riorden, Gibbons,
Quale, Shields and Carlton

P.O. Box 3979

Sarasota 33578

813/366-4680

Mr. Gibbons has served on the Board of the former Blue Cross of Florida, Inc., since 1978, and has continued to serve on the consolidated Board since July 1980. He was elected Chairman of the Board in July 1982. Mr. Gibbons serves as Chairman of the Executive Committee and ex officio member of all other committees.

Chairman of the Board

Vice Chairman of the Board



Lewis A. Doman, Jr.

(Alice)

President

The Citizens and Peoples
National Bank

P.O. Box 1072

Pensacola 32595

904/433-2299

Chairman:

Finance Committee.

Member:

Executive Committee.

Mr. Doman has served on the Board since 1973 and was elected Vice-Chairman in September 1985.



William E. Flaherty

(Josie)

President and Chief Executive Officer
Blue Cross and Blue Shield
of Florida, Inc.
P.O. Box 60729
Jacksonville 32236-2729
904/791-6100

In January 1979, Mr. Flaherty was appointed President and Chief Executive Officer of both Blue Cross of Florida, Inc. and Blue Shield of Florida, Inc. and continues in that capacity for the consolidated Corporation (July 1980).

Plan President

Board of Directors

G. Hunter Gibbons
813/366-4680

Mary H. Cross
813/323-3441

Lewis A. Doman, Jr.
904/433-2299

H. Jackson Floyd
813/955-6849

William E. Flaherty
904/791-6100

Victor P. Leavengood
813/224-4465

Helen B. Adams
904/264-9504

Jan B. Luytjes, Ph. D.
305/554-2789

DuBose Ausley
904/224-9115

Wallace E. Mathes, Jr.
904/261-0990

Henry H. Beckwith
904/354-4545

**Joseph G. Matthews,
M.D.**
305/849-0840

**Edward L. Boykin,
C.P.A.**
813/223-9766

Walter S. McLin, III
904/787-1241

Richard C. Clay, M.D.
305/373-0127

William V. Roy
305/855-7442

Helen B. Adams

President

Fanad Management, Inc.

P.O. Box 215

Orange Park 32073

904/264-9504

Chairman:

Alternative Delivery
Systems Committee.

Member:

Executive Committee.

Served on Board since 1976.



DuBose Ausley

(Sallie)

Attorney

Ausley, McMullen, McGehee,

Carothers, and Proctor

P.O. Box 391

Tallahassee 32302

904/224-9115

Member:

Personnel and Compensation
Committee and Alternative

Delivery Systems Committee.

Served on Board since 1982.





Henry H. Beckwith

(Madeleine)

Chairman of the Board
& President
Tompkins-Beckwith, Inc.
2160 McCoys Blvd.
P.O Box 2486
Jacksonville 32203
904/354-4545

Elected to Board in May 1986.



Edward L. Boykin, C.P.A.

(Ileana)

Partner
Touche Ross & Company
501 East Kennedy Blvd.
11th Floor
Tampa 33602
813/223-9766

Chairman:

Personnel and
Compensation Committee.

Member:

Executive Committee and
Audit Committee.
Served on Board since 1982.

Richard C. Clay, M.D.

(Madeline)

General Surgeon
550 Brickell Avenue
Suite 234
Miami 33131
305/373-0127

Member:

Executive Committee,
Nominating Committee, and
Contracting and Cost
Containment Committee.
Served on Board since 1974.



Mary H. Cross

(Murry)

Community Affairs Leader
3619-16th Avenue, North
St. Petersburg 33713
813/323-3441

Member:

Alternative Delivery Systems
Committee and Contracting and
Cost Containment Committee.
Served on Board since 1978.





H. Jackson Floyd

(Doris)

Retired Executive Director
Memorial Hospital of Sarasota
2630 Colony Terrace
Sarasota 33579
813/955-6849

Member:

Finance Committee and
Contracting and Cost
Containment Committee.
Served on Board since 1984.



Victor P. Leavengood

(Lee)

Secretary/Treasurer
General Telephone Company
One Tampa City Center
Tampa 33602
813/224-4465

Chairman:

Contracting and Cost
Containment Committee.

Member:

Executive Committee and
Finance Committee.
Served on Board since 1983.

Jan B. Luytjes, Ph. D.

(Dorothea)

Professor
Florida International University
12920 S. W. 60th Avenue
Miami 33156
305/554-2789

Member:

Alternative Delivery Systems
Committee and Contracting and
Cost Containment Committee.
Served on Board since 1978.



Wallace E. Mathes, Jr.

(Dot)

Retired Executive
Consultant to Merrill Lynch,
Pierce, Fenner & Smith
34 Marsh Creek Road
Fernandina Beach 32034
904/261-0990

Member:

Nominating Committee,
Personnel and Compensation
Committee and
Finance Committee.
Served on Board since 1984.





Joseph G. Matthews, M.D.

(Buff)

Orthopedic Surgeon
1315 South Orange Avenue
Suite D
Orlando 32806
305/849-0840

Member:

Executive Committee
and Alternative Delivery
Systems Committee.

Served on Board since 1971.



Walter S. McLin, III

(Gwendolyn)

Attorney
McLin, Burnsed, Morrison
& Johnson
P.O. Drawer 1357
Leesburg 32749-1357
904/787-1241

Chairman:

Audit Committee.

Member:

Personnel and Compensation
Committee and Contracting and
Cost Containment Committee.

Served on Board since Jan. 1985.

William V. Roy

(Nena)

Retired Executive
Southern Bell
Central Florida Division
1208 Buckwood Drive
Orlando 32806
305/855-7442

Chairman:

Nominating Committee.

Member:

Executive Committee, Audit
Committee and Alternative
Delivery Systems Committee.
Served on Board since 1968.



Executive Staff

William E. Flaherty

904/791-6100

(H) 904/268-3395

James W. Hart, Jr.

904/791-8422

(H) 904/642-8069

Michael Cascone, Jr.

904/791-6115

(H) 904/724-5932

Harvey J. Matoren

904/791-6086

(H) 904/731-8324

George E. Cassady

904/791-6414

(H) 904/282-0842

Robert W. McCaffrey

904/791-8257

(H) 904/285-2628

William H. Dodd

904/791-6041

(H) 904/725-2945

Charles R. Richards

904/791-6117

(H) 904/285-7934

Antonio J. Favino

904/791-6103

(H) 904/272-1536

Charles R. Scott

904/791-6131

(H) 904/731-0568

William E. Flaherty

(Josie)

President and
Chief Executive Officer
Blue Cross and Blue Shield
of Florida, Inc.
904/791-6100
(H) 904/268-3395



Michael Cascone, Jr.

(Elizabeth)

Executive Vice President
904/791-6115
(H) 904/724-5932





George E. Cassady

(Mary Beth)

Vice President

Human Resources

904/791-6414

(H) 904/282-0842



William H. Dodd

(Connie)

Senior Vice President

Administration

904/791-6041

(H) 904/725-2945

Antonio J. Favino

(Anne)

Senior Vice President
Operations
904/791-6103
(H) 904/272-1536

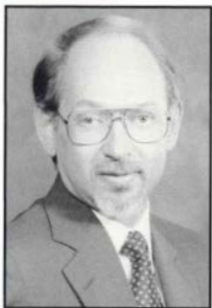


James W. Hart, Jr.

(Patricia)

Senior Vice President
Public Affairs
904/791-8422
(H) 904/642-8069





Harvey J. Matoren

(Carol)

Senior Vice President
Health Maintenance
Organizations

904/791-6086

(H) 904/731-8324



Robert W. McCaffrey

(Arleen)

Senior Vice President
Marketing

904/791-8257

(H) 904/285-2628

Charles R. Richards

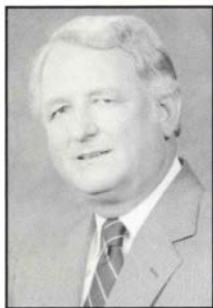
(Barbara)

Vice President

Finance

904/791-6117

(H) 904/285-7934



Charles R. Scott

(Connie)

Senior Vice President

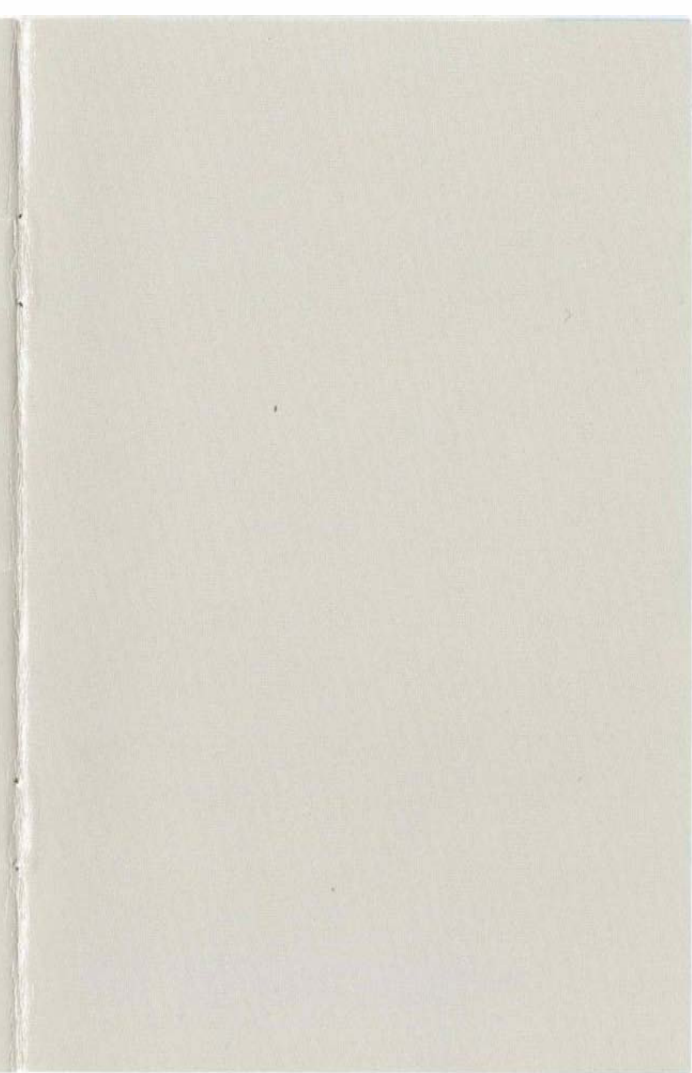
Health Industry Services

904/791-6131

(H) 904/731-0568



Notes



Blue Cross and Blue Shield
of Florida, Inc.
P.O. Box 60729
Jacksonville, FL 32236-2729